

Banner artwork by Elle Ivy Green

Happy Holidays

FROM THE
WATAUGA ARTS
COUNCIL

Dear Friends,

November 22, 2023

We hope you are happy and well in this busy holiday season.

The last three years have been a season of transformation for our agency. With a renewed focus on making the Arts accessible to all, we are experiencing tremendous growth and increased impact in our region. We have a fresh understanding of **our vital role as leaders** in fostering the Arts and supporting artists while enhancing the natural beauty of the mountains we love.

Temporary grant funds have provided added security and support since the pandemic. However, as that funding ends, **we need generous supporters** to help us in our mission **to strengthen the Arts sector** and continue the transformative work that has begun.

Your tax-deductible contribution will enable us to:

- **Expand** “Art for All Abilities” programs and reach more individuals, regardless of means or ability.
- **Enhance** our community events to bring the power of art to a larger audience.
- **Create** new “Arts in the Outdoors” public art initiatives.
- **Provide** artists with opportunities, resources, and grants.
- **Increase** Arts education, scholarships, and experiences.

Join us as a vital part of our community, helping us continue to create a vibrant, inclusive, and thriving environment for the Arts in the High Country. **Your belief in our mission drives our success.** We are excited about the journey ahead.

Sincerely,

Amber Bateman
Executive Director
Watauga Arts Council

*Give the gift of
Art today!*



Drive-by gallery organized for a student exhibit.



Cindy Michaud, first artist to install work on the Greenway.



Grace is a Youth Makers Market participant.

Cheers to a great year!



Here are some things we accomplished this year with only one full-time employee...

- **Support:** Administered over \$30,000 in grant funding to local artists and agencies
- **Projects:** Produced the area's first Arts Map and Directory
- **Hospitality:** Provided hospitality and resources for more than 250 people weekly in classes and community groups, 7 days per week
- **Arts Services:** Expanded our Art for All Abilities Programming, ensuring art is accessible for ALL regardless of means or ability
- **Public Arts:** Made strides in our "Arts in the Outdoors" public art initiatives with 3 sculptures on the greenway and a mural in Downtown Boone!
- **Advocacy:** Worked with local leaders to ensure the Arts are considered in town and county planning
- **Inspiration:** Provided artists and audiences with exhibits, collaboration, and engagement opportunities
- **Inclusivity:** Supported a record number of multicultural arts initiatives (more to come!)
- **Impact:** Collected 1000 surveys to help calculate the economic impact of the arts
- **Events:** Organized the 3rd Annual Buskers Fest and supported events such as Boonerang including more than 300 artists and reaching more than 14k people

ADVOCATE. EDUCATE. SUPPORT. INSPIRE.

LEARN MORE!

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🌐 Watauga-arts.org & HighCountryArts.org

📱 [Instagram](#) and [Facebook](#)

